

## Popular and Scholarly Sources

Type of Source	Popular Magazines	Trade Journals	Scholarly Journals
<b>Examples</b>	<i>The Economist, Psychology Today, Time, National Geographic</i>	<i>Advertising Age, The CPA Journal, Billboard, American Libraries</i>	<i>Journal of the History of Ideas, College English, Antiquity, Science</i>
<b>Audience</b>	For the general public; use language understood by the average reader	For those in a particular trade or industry	For students, scholars, researchers; uses specialized vocabulary of the discipline
<b>Content</b>	May report research as news items, feature stories, editorials and opinion pieces	Reports on problems or issues in a particular industry	Reports original research, theory; may include an abstract
<b>Appearance</b>	Highly visual, a lot of advertising, color, photos, short articles with no bibliographies or references	Visual, contains advertising, color, photos,	Little or no advertising, has tables & charts, high concentration of print, lengthy articles, bibliographies & references
<b>Authors</b>	Author may not be named, frequently a staff writer, not a subject expert	Staff writers, freelance authors	Authors are specialists, articles are signed, & credentials such as degrees, university affiliation are often given.